



CONTACTS
MAY 1958



A Flair for Fashions— With an Air of Youth!

Eaton's Junior Councillors,
Under the Direction of
Fashion Co-ordinator Lillian
Vadeboncoeur, Achieve a
Sparkling Success in Modelling
"What's New in Teen Fashions"

The afternoons of Tuesday to Friday, April 8 to 11, brought a scene of springtime elegance to Eaton's Grill Room at "teatime"—from 3:15 until about 4 p.m., with an added show Friday evening.

Eaton's Junior Councillors shown here, who are all high school and collegiate students, paraded on the runway in the Grill Room with the poise of experienced models, and with a vivacity and charm that are the prerogative of youth.

The creations in our pictures are only some of the more than fifty lovely dresses, suits, sportswear and coats with accessories, that the Councillors so gracefully and charmingly modelled. The costuming, direction and commentary were in the hands of Mrs. Lillian Vadeboncoeur, while our Display Department did their usual good work in designing and setting the modelling scene. The response to the event, which was accompanied by special tea menus in the Grill Room, was very enthusiastic both in numbers and appreciation of the show; a souvenir menu and fashion-description folder for the event being prepared for the occasion and given to all the guests.



Congratulations to the Councillors, as shown, left to right:

Top left: Avon Holland, Mavis Bell, Jo Anne Amantea, Gerry Nichol, Heather Sigurdson, Betty Ann Boyarski. Top right—Betty Rooke, Lynn Erlendson, Pat Lyon.

Middle row — Audrey Lawrence, Alison Dunn, Sharop Jacques, Lynne Douglas, Nora Drory.

Third row—Gloria Bosiak, Valdine Sebastian, Judy MacKenzie, Diana Elwood, Margaret Evans.

Mr. Alex Hewish Honoured on Promotion to Calgary Store Superintendency

Executives and managers of the Winnipeg organization gathered at the Fort Garry Hotel on the evening of Wednesday, April 23, to honour Mr. Alex Hewish on his appointment as Superintendent of the Calgary store. Mr. R. M. Pinfold, Assistant General Manager, was the chairman, and mentioned humorously that numerous such meetings of late had been to honour managers on reaching retirement and leisure years, but this was one where a man in the bloom of his years was being congratulated on taking up higher responsibility. Mr. Hewish, he reminisced, had spent only a little while after joining the Company, in the M.O. Packing, then had been whisked away as a good prospect to the Store Radio and Music Department. Progressing steadily there to Head of Department, he had been appointed Manager of Electricals in 1947 and held that position with great credit to himself and his department. His ap-



pointment to the Calgary store as Superintendent would, they knew, give him a wider field in which he would add further lustre to a distinguished career with the Company, and all their good wishes went with him. Mr. Pinfold then called on Mr. G. M. Eaton, Company Director, who added his own personal thanks and good wishes to the guest of the evening. Mr. Eaton then said that his Winnipeg colleagues wished Mr. Hewish to accept a tangible token of their regard, and made the presentation of the library desk pictured here. Mr. Hewish in accepting, said that his years with the Company here and in all areas where his work had reached, were happy ones and he knew that in Calgary he would find the same good fellowship and fine co-operation which had helped him in Winnipeg—and would be glad to see old friends whenever they were out there.

On Thursday, April 10, Mr. and Mrs. Hewish were guests of honour when the department staff and wives held a dinner and dance at the St. Charles Hotel. Also present were some Eatonians here from the Western Stores, and a number of Mr. Hewish's old friends from his present and past departments. Altogether the gathering



ing numbered about 90, with Mr. L. Waddell as chairman. On this occasion Mrs. Hewish was presented with roses and Mr. Hewish received the gift of an occasional chair from his department staff, with every good wish for health, happiness and success for him and Mrs. Hewish in their new home. By the way, while we doubt whether Mr. Hewish's one hobby, gardening will flourish better in that new home than in our own Winnipeg; Calgary is also a city where the home owners excel in lovely gardens. For his other hobby, photography—now in colour—he has Canada's greatest wonderland nearby for his camera—and may he have many happy times gathering its beauties for his collection.

GONE FISHIN'? . . . Time for Outings!

Our front cover celebrates the big event of the Spring season for many—opening of rivers and lakes to most kinds of fishing. Now we know that not everybody does go fishing, but we also know that the unfreezing of the rivers and lakes is all one with the coming of new leaves on the trees, tulips in the gardens, lilacs (those that escaped this season's frosts) bursting into bloom. So whether the fishing's good or not, at the moment—we salute the anglers because their season opens—and It's Spring!



EATON CURLERS AND WIVES HOLD SECOND ANNUAL DINNER-DANCE

Last year set such a happy and successful precedent that the Eaton Men's Curling Club did not hesitate to wind up this season with a similar event.

The Assiniboine Hotel was again the scene, on the evening of Wednesday, April 16, and the party taxed the capacity of the hall. President Bob Ferguson presided at the banquet and awards that followed the reception. Speeches were just right—few, bright and brief.

Present on behalf of the Manitoba Curling Association was its president, Mr. Bill Brett; and Miss Dora Perry, president, brought the greetings of Eaton's women curlers. Mr. F. G. Muirhead and Mr. B. C. Sutherland presented trophies and prizes, and the proceedings were well handled by vice-president Wally Reid.

Our pictures in this issue show the award-winning rinks that were not present among those caught by the camera for our last issue. Sports writer Jack Matheson of the Tribune, accompanied by Mrs. Matheson (whom, he said, he was fortunate enough to steal from us, she having been an Eatonian), brought greetings from the press, and was supported by Scotty Harper of the Free Press, in reply to the Toast to the Press proposed by Mr. D. McPherson. Jack Graham piped in the winners with that lilt to their step that only "the pipes" can give.

Altogether, the kind of happy event that gets us all looking forward to next time!

Picture Gallery—Top left, winners of the McKeag trophy and prizes: A. Harrison, W. Graham, G. Muirhead (skip), R. Robertson.

Right—Palk trophy and prizes: W. Odell (skip), R. Laidlaw, D. McPherson, J. Wilson.

Second row—Group 1, Division "B" winners: A. Cranston, K. Smith, K. Chalmers (skip); missing, R. Parker.

Third row—Muirhead trophy and prizes: B. Orr, J. Sutherland, D. Gibson; missing, K. Barling (skip).

Fourth row—Piper J. Graham leads the parade.

Bottom: Head table glimpse: Mr. B. C. Sutherland, Mrs. D. McPherson, Mr. Bill Brett, president of the Manitoba Curling Association; Miss Bryant.



Shown above—Mr. H. R. Screaton, chairman. The staff of Department 55, Farm Implements, proudly hold Grand Aggregate and Division "A" shields.

Left and down—Harry Clarke accepts Division "B" shield for Box and Bag Factory. Joe Gresch accepts the shield for second high aggregate for TV Shipping; and Jim Canty lays claim to the Division "C" shield for Hardware Department.

WAREHOUSE STAFF HONOURED AS EFFICIENCY CONTEST ENDS

It was again a gala night on Wednesday, April 30, as around 300 people met for the celebration banquet, presentations and entertainment—sequel to the Warehouse Efficiency Five-Months' Contest. Mr. H. R. Screaton, Assistant Superintendent, was the capable chairman, and introduced the head table guests. Another year, another recognition dinner, said Mr. Screaton, to appreciate the good work.

The important task of the warehouses, he added, was to get done the necessary work of getting the goods out right away and in good order, to keep customers satisfied and happy. He was pleased to say that we have been able recently to keep complaints on that service at an all-time low. In the contest, too, it was gratifying to see how well all had done and how close were the scores of the winners. Thanks for a most satisfactory job.

Mr. F. G. Muirhead presented the Division winner awards, and introduced Mr. D. Attwells, M.O. Carpets buyer, present from Toronto. It was a pleasant duty to make the awards, said Mr. Muirhead, and also complimented the judges and all who had co-operated—we all learn a great deal this way.

Mr. W. L. Palk, awarding the High Aggregate to Farm Implements, said that with the three divisional winners making 484, 489.5 and 495 marks, it was evident that work was of high calibre. Mr. B. C. Sutherland awarded the second high aggregate award to TV Shipping and suggested, with a smile, that the others had been "nosed out by Channel 3."

Pleasing entertainment was provided by Bob Byron, comedian-M.C.; Walter Faryon, accordionist, and the very capable "TV Wrestlers," St. John's Tech gymnastic team.

EATON'S MEN'S GOLF CLUB REMINDERS

Seniors' and Grandfathers' Day:

Monday Afternoon, May 26.

Class Field Days

"A" Class—Monday, June 2

"B" Class—Wednesday, June 4

"C" Class—Monday, June 9

"D" Class—Tuesday, June 10

"E" Class—Thursday, June 12

ELMHURST GOLF LINKS



"TERRIFIC" IS THE WORD FOR THE ENTERTAINING SHOW OF OUR WOMEN'S CURLING LEAGUE!

It's a word that's greatly over-used, we know, but in this case we feel it is due to the Eaton curlers for the remarkable evening they planned to amuse the season's wind-up party.

After the reception, excellent banquet, and award of trophies and prizes, the variety entertainment produced was again a stand-out. All credit to the large number among their ranks who devoted so much time to the devising, costuming and presentation of the numerous ensembles and turns. We show glimpses of the fast-action items they offered—to the hilarious enjoyment of everyone, not least themselves. About 125 were present, members and guests.

Before we get on to the others, we must—as we know they would wish—give credit for the wonderful work of Alice Sisler at the piano. Mary Moore again acted as band leader and M.C., and did a duo singing turn with Betty Munro who also gave solos. Anne Surbey as Al Jolson proved a real Hi-fi hit! As

pictured on the opposite page, the turns included the hill-billy band (altogether too attractive for that name, however) who played and sang in harmony; Hawaiian Five, Charleston Four, Barbershop Quartette, Four Old Maids on the Farm, and German Polka Duo.

Miss Dora Perry, president, was chairman, and introduced the incoming president, Florence Park. Special guests and helping to award trophies and prizes, included Mrs. A. Prest, president of the Manitoba Women's Curling Association (who gave thanks for the best steak she had eaten at any banquet); Mr. and Mrs. J. Johnston, Mr. and Mrs. F. G. Muirhead, Mr. R. Ferguson (president, men's curling club) and Mrs. Ferguson, Mr. and Mrs. B. C. Sutherland, Mr. and Mrs. D. McPherson, Mr. and Mrs. W. E. Gray.

Trophies and Prizes

MacDonell Trophy: J. Ingram, skip; L. Noel, J. Miller, P. Laird. Runners-up: E. Gordon, skip; F. Parks, A. Sisler, M. Devos.

Scrivener Trophy: V. Walsh, skip; S. Brown, L. Huff, Z. Nott. Runners-up: M. Doyle, skip; J. Ingram, E. White, J. Smith.

Young Trophy: E. Gordon, skip; W. Crowston, V. Archer, D. Walker. Runners-up: V. Walsh, skip; S. Brown, J. Fairhall, M. Jackson.

Grand Champions, Johnston Trophy: J. Ingram rink.

Many thanks, girls, from all of us for a really big time!

TWO HONOURED ON RETIREMENT

MISS CORA BROOKS

A member of the Piece Goods staff, Miss Brooks retired on May 1 after joining Eaton's in May in 1922—just about 36 complete years' with the Company. Over 40 attended the department party in her honour, held at the Riviera on April 30. Included were some former fellow-workers. On behalf of the Piece Goods and Patterns, Mr. T. H. Hancock, Manager, presented Cora with a hostess chair (see Department News). Mr. P. Odell read the many messages from western colleagues and former members of the departments. Cora also received many personal gifts. May

you be blessed with the very best in good health and happiness in your leisure years, Cora.



MAURICE H. COWLEY

Over 38 years have passed since Mr. Cowley started with Eaton's in 1919, and those years in the Men's Ready-to-Wear and Made-to-Measure Clothing have made him many friends, among both staff and customers. To honour him on his retirement, Mr. J. Paterson, on the morning of his anniversary, May 1, presented Maurice with a handsome portable radio, gift of the staff. On the evening of Wednesday, April 30, a stag party was held at the As-

siniboine Hotel in his honour, when he was presented with an electric drill outfit. On this occasion flowers were sent to Mrs. Cowley. Every good wish for many happy, healthful years ahead, from your multitude of friends, Mr. Cowley.

EATONIANS IN THE NEWS

MR. T. M. MILLER (right), Department Manager, Western Division Public Relations, has been elected as Secretary-Treasurer of the newly formed Manitoba branch of the Canadian Public Relations Society. This branch was formed as a result of the recent visit of Mr. J. Brockie, Eaton's Public Relations Manager whose visit in the capacity of President of the Society was reported in our last issue.



DR. G. HOLMAN (left). Contacts wishes to congratulate Dr. Gerald H. Holman, winner of the John and Mary R. Markle Foundation grant of \$30,000 to assist him in his research work at Saskatchewan University. Gerry, who graduated in medicine at Manitoba University, was the first senior from among Eaton's high school Junior Executive ranks, and worked part time in our store through his high school and university years.



MR. H. R. SCREATION, Assistant Superintendent, was in the news recently in his capacity of President of Winnipeg Flying Club. He presented wings to no less than 84 members from many parts of Manitoba who have learned to fly in the last six months—the youngest pilot was 17 and the average age of this largest class ever, 22. A number of them are to go on training for commercial licences. "Flying is no frivolous venture," said Mr. Screation. "Always remember to take utmost safety precautions."

FRANCES TEASE of our Deposit, Charge, etc., Accounts Office, was a busy girl the week of May 4, and before. Frances, who is past president of the Credit Women's Breakfast Club here, was conference chairman when the Consumer Credit Conference met here that week—about 300 attending.

JUNIOR EXECUTIVE ELECTIONS for the season were: **BRIAN EARL** elected Senior Executive for the 1958-59 term, to follow the present Senior Executive **JOHN HODGES**. Alternate Senior Executive is **RICHARD MARK**.

Brian is a Churchill High School student and works Saturdays in the Hardware. Richard is from Daniel Mac, and works Friday nights and Saturdays in our Men's Furnishings. John is a Churchill High School student and works in our Hosiery Department.

MISS ELIZABETH M. MOYER, whose poetry we quoted and noted in our March issue, has been receiving numerous congratulations on that particular poem—and we quote also from the Tribune, where it appeared: "Editor, The Tribune: You are to be congratulated for your fine editing of the excellent parody on Gray's Elegy . . . unique and undoubtedly has a continental appeal. . . . I have clipped it and intend to get it framed." Miss Moyer is to be congratulated, as well, in winning the Hypatia Toastmistress Club speech contest in March, and representing the club in the District competitions in April.

MR. ROGER HARDING, Principal Buyer of Neckwear for the Company, with Mrs. Harding, was in the local news when they came to Winnipeg recently for the celebration of the 80th birthday of Mr. Harding's father, April 8.

GORDON MUIRHEAD, not content with being among the Eaton Men's Curling winners with his rink, also was in the news at the Winter Club. With Archie Harrison, John Sutherland and Bill Thomson, he won the Johnson-Hutchinson trophy, Club Champions, no less! Congratulations.

Further congratulations to **JOAN McTAVISH**, mentioned in last issue. Her sets for the play "The Rainmaker," put on by the Winnipeg Little Theatre group, received praise by the critics as "admirable."

LONG-SERVICE ANNIVERSARIES TO JUNE

R. Eaton, M.O. Children's Wear, 35 years . . . May 18
Miss M. Poranski, Custom Tailoring, 25 years . . . May 18
W. R. Ford, Portrait Studio, 35 years . . May 21
J. Russell, Watch Repairs, 35 years . . May 22 (Celebrated ahead)
A. Hamilton, Elevators, 45 years . . . May 27
F. Grassick, General Office, 45 years . . May 29
J. Burns, M.O. Linens, 35 years . . . May 29
F. Calvert, Delivery, 35 years . . . May 29

C. Ridgedale, M.O. Packing, 35 years . . May 31
G. Andrews, Drapery Workroom, 35 years . . . June 11
Miss J. Hoskins, Head Cash, 25 years . . June 12
J. Young, Head Cash, 25 years . . . June 12
Miss L. Cope, M.O. Packing, 25 years . . June 13
S. G. Scott, M.O. Electricals, 25 years . . June 13
E. A. Beattie, Mdse. Display, 45 years . June 16
M. T. Smithson, M.O. Dresses, 40 years . . . June 17
Miss M. Adams, Major Appliances, 35 years . . . June 18

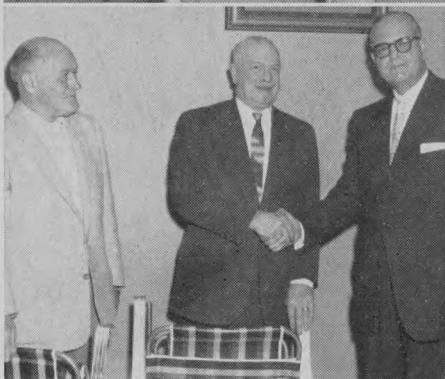
BASEBALL—Four girls' teams and three men's teams lined up to date are now practising. League play is expected to start (Sargent Park) soon after this issue is out. Watch Notice Boards. If interested in playing, see Jack O'Leary, General Audit, Store, or Ted Black, Floor Inspectors, Mail Order, second floor.

LAWN BOWLING OPENING NIGHT

TUESDAY, MAY 20 at 7:30 p.m.

SARGENT PARK GREENS.

PLEASE BE ON TIME!



A GOOD TIME WAS "IN THE CARDS" . . .

although some said they weren't able to read any very good fortunes in theirs — when the Men's Bridge Club wound up the season on Monday evening, April 28, at Moore's.

Retiring President Bob Patterson, Furniture, presided over the evening's play and prize-giving, and Mr. Bruce Sutherland, Personnel Manager, was present to make the awards and bring greetings from Store Management and the Sir John C. Eaton Memorial Fund committee.

Shown here are, top left, Division "A" winners and Grand Champions, Vic Fotheringham and Roy Robinson; Mr. B. C. Sutherland holding the shield;

top right, Bill Lockwood and Wally Reid, "B" Division winners and runner-up pair in the finals. Prizes for the champions were cameras, and for the second pair, electric clocks. Bottom row, the evening's winners Jack Syme and Clare Loveridge, are congratulated by Mr. Sutherland and presented with lawn chairs.

New officers, middle row: G. Rodway, Furniture, Secretary-Treasurer; W. Lockwood, Catalogue Distribution, M.O. representative; J. Ross, M.O. Men's Furnishings, President; Roy Robinson, Cash Office, Store representative.

President Patterson spoke to the group about the experiences for the season, and following his suggestions, several views were expressed by members for consideration of the new committee to add interest and action to next season's games.

HOCKEY LEAGUE WIND-UP PARTY

Friday, March 21, was the evening chosen by the dozens of active young men, who played in our hockey league, to sit back and take it easy, see a movie, and enjoy a get-together and a hearty repast! The scene was the Parker House, and special guest was Mr. B. C. Sutherland, Personnel Manager.

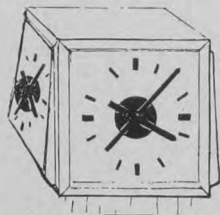
Mr. Sutherland presented the winner's trophy to Mr. Jim Dorman, coach of the victorious Red Wings, and congratulated all the players on their hard work and good sportsmanship in playing through the season. The gathering was presided over by Mr. D. McPherson, Recreational Adviser, who also managed the showing of the Grey Cup colour film — much enjoyed by the audience. "Now men, (says Doug) how about some baseball?"



"TIME MARCHES ON" . . . and the Old Clock Has Left Us!

We quote from the Eaton daily advertisement that introduced the new clock to our many friends: "You'll find a sleek modern beauty, well lighted, highly visible. It, and the new clocks over the elevators, represent a brand new, ultra-modern clock system for the store, all controlled by a master clock. We hope you'll continue saying to your friends

"MEET ME UNDER THE CLOCK AT EATON'S"





EATON WIVES' CURLING CLUB MEETS FOR THE SEASON'S CELEBRATION

The Parker House was the scene for the season-end party of the Eaton Wives' Curling Club on the evening of Tuesday, April 8. President Mrs. D. S. Marshall was the capable chairman, and Mrs. Etta Greenberg brought greetings from the Manitoba Ladies' Curling Association. Mr. R. Ferguson, Eaton Men's Curling Club president, brought greetings from the men.

The enjoyable reception and delicious dinner were followed by trophy and prize awards as shown on opposite page, and then a majority of the members went "all out" to provide everybody present with a quite delirious session of—shall we say charades?—which presented TV characters familiar to all local viewers. These included a ballet, Chinese Baby commercial, Lone Ranger and Tonto, Red Rose Chimpanzees, Blue Label Brand Cow. Also they gave a sequence of well-executed travesties of the antics of the wrestlers Mr. Moto and Mr. Hito, Yukon Eric and Prince Maiava and the Atomic Blonds. Commentator was Mrs. Len Swallow, assisted by Mr. Sutherland.

Special tribute was paid to one of the wives' entries in the Manitoba bonspiel — Mrs. Barry, Mrs. Clark, Mrs. Caldwell and Mrs. McClure—who stayed in long enough to be one of the nine unbeaten rinks before going down to defeat; also to Mrs. Mason who was a member of a Winnipeg rink that won the St. Paul, Minn., main event trophy. Acknowledgments were made of the two beautiful new trophies, the R. M. Pinfold and the F. G. Muirhead; also of eight prizes from the Men's Curling Club for the novelty bonspiel.

The chairman, on behalf of the members, thanked Mr. and Mrs. Bruce Sutherland for the lovely flowers on the head table. Special guests included Mr. and Mrs. Sutherland, Mr. and Mrs. D. McPherson, Mr. and Mrs. R. Ferguson. Winners of trophies were:

Nancy Eaton Trophy—Mrs. A. Barry, skip; Mrs. H. Caldwell, 3rd; Mrs. J. Graham, 2nd; Mrs. L. Croft, lead. Runners-up—Mrs. J. Fisher, skip; Mrs. J. Collett, 3rd; Mrs. T. Manning, 2nd; Mrs. J. Grant, lead. Presented by Mr. R. Ferguson.

Elliott Trophy—Mrs. A. Barry, skip; Mrs. R. Hutton, 3rd; Mrs. J. Donaghy, 2nd; Mrs. C. Flook, lead. Runners-up—Mrs. R. Clark, skip; Mrs. S. McCallum, 3rd; Mrs. H. Skakum, 2nd; Mrs. W. Cherrett, lead. Presented by Mrs. T. Elliott.

Pinfold Trophy—Mrs. H. Mason, skip; Mrs. A. Curtis, 3rd; Mrs. J. Ferguson, 2nd; Mrs. J. Porter, lead. Runners-up—Mrs. A. Barry, skip; Mrs. W. Reid, 3rd; Mrs. T. Manning, 2nd; Mrs. A. Jenkins, lead. Presented by Mr. McPherson.

Muirhead Trophy—Mrs. R. Hutton, skip; Mrs. J. Swift, 3rd; Mrs. J. Donaghy, 2nd; Mrs. T. Manning, lead. Runners-up—Mrs. J. Fisher, skip; Mrs. C. Nelson, 3rd; Mrs. W. Reid, 2nd; Mrs. N. Batting, lead. Presented by Mr. Sutherland.

Shown on Opposite Page

Top, the wonderful cast of characters in the various acts. Second row—Mrs. D. S. Marshall was chairman; beside her is seen Mrs. E. Greenberg of the Manitoba Ladies' Curling Association. Right—Mr. D. McPherson presents the Pinfold trophy to the Mason rink.

Third row—Mrs. Elliott presents her trophy to the Barry rink; Mr. Sutherland and Mrs. Len Swallow in her original sack dress!

Bottom row—Mr. Sutherland presents the Muirhead trophy to the Hutton rink. Mr. Ferguson presents the Nancy Eaton trophy to the Barry rink.

RETIRED EATONIANS' NEWS



Mr. and Mrs. W. McMillan Honoured on Golden Wedding.

Bill, retired from our Fruits and Vegetables Department, was an Eatonian for 35 years. He and his wife were married at Kilsyth near Glasgow, Scotland, in 1908, and arrived in Winnipeg in 1911. A reception was held in the happy couple's honour at the University Women's Club. May we add all our readers' warm congratulations and best wishes for continuing happy, healthful years to Mr. and Mrs. McMillan.



Mr. J. W. Pidgeon dropped in to see us—he's here on a visit to his daughter and family, accompanied by Mrs. Pidgeon. Jack retired from M.O. Packing and now lives at 3726 West 34th Street, Vancouver. Brought greetings to all our readers from Arthur Daw, M.O. Men's Hats; Charlie Turner, M.O. Packing; Jim Ross, M. O. Packing, and their wives—all well and happy. Jack also reported dropping in on Bill Webster (retired from M.O. Packing) since he arrived here. He had seen Mr. Webster at Grace Hospital on Tuesday, May 6, waiting for his operation. We are glad to say we hear Mr. Webster is coming along well.



THESE ARE THE "CONQUERING HEROES" (AND HEROINES)

There they are—the Division and Grand winners of the five Eaton Mixed Bowling League divisions—top trundlers in handicap play of this big league which includes over 300 bowlers, and among those a very large proportion whose "scratch" bowling puts them well up among the city's best. May be some lucky games, but any team or individual who tops the performances in the Eaton league just has to be good! Here's our report of the

Big Night at the Royal Alexandra Hotel, Saturday April 26—Bowlers' Dinner, Presentations and Dance

By Doris Slack

Presentations were made to the teams that were successful as Division Winners, Grand Champions, Life Assurance winners and High Averages. These trophies and prizes were presented to the bowlers by Mr. B. C. Sutherland and Mr. F. G. Muirhead. The Zeros, as Grand Champions, received the large trophy which they will retain for a year, a smaller trophy for each member to keep, and all Division and Life Assurance team members get a photo of the team.

Division One—Winsomes

Division Two—Scotties

Division Three—Goldstreams

Division Four—Zeros

Division Five—Wise Ones





Top, left to right—Betty Stevenson, women's high average (226); Zeros, Division Four winners and Grand Champions: Gwen Lewis, Frank Crosley, Peggy Parisien, Don McColl, Phyllis Neduzak; E. Sigvaldason, men's high average (233); Winsomes, Division One winners: Jack Day, Hazel Tarry, Addie Thomson, Olive McReynolds, Clarence Saunders; Scotties, Division Two winners: Ann Korotash, Tom Scott, Agnes Hughes, Harold Chittick, Grace Lynes. The high average winners are holding the two miniature trophies presented with the High Average trophies by Mr. D. Mackie and Mr. G. Firth.

Second row, left to right—Goldstreams, Division Three winners: Pat Briggs, Joe Cull, Olga Faraci, Ron Gilkes, Mary Kinal; Wise Ones, Division Five winners: Danny Remillard, Doreen Arndt, Rene McCaughan, Shirley McCaughan, Cliff Franklin; Life Assurance winners: Bill Liver, Olga Faraci, Ann Korotash, Bette Hebb, Harold Chittick.

WINNERS) OF THE 1957-58 EATON MIXED BOWLING LEAGUE

Two of the past presidents donated trophies to the league this year for high averages. George Firth donated the new trophy for the Ladies' High Average, won this year by Betty Stevenson, average of 226. Dave Mackie gave the one for the Men's High Average, won this year by E. Sigvaldason with an average of 233. It could be mentioned here that Betty tied last year for the high average, and that "Siggie" has had the high average for the past four years. These trophies are very lovely, and are for yearly competition, with each winner's name appearing on a shield as a permanent record.

Since it was the "swan song" of the president, E. Sigvaldason, he was presented with a special gift from the league for his outstanding service both as president and as treasurer. His work is by no means finished, for besides becoming the immediate Past President, he will also have the chore of polishing and keeping in shining order the beautiful Sheffield reproduction silver tea service and tray that he received. Please take note, Nellie!

Entertainment was provided by Roy Firth and Norma Vadeboncoeur accompanied by Eatonian Vic Taylor. Dancing in the Crystal Ballroom finished another memorable evening for the Eaton bowlers.

Shown across the page, below, are some views of the happy crowd, and among them may be seen Mr. and Mrs. Sigvaldason with the gift set; also Past President Dave Mackie with "Sig" after making the presentation.



Department News from the Store

BASEMENT STORE

Meats—By W. Cuthbert

Farewells were said to Jerry Ingimundson last month on his departure for Vancouver. He had been with us nearly 16 years. Before leaving, Jerry was guest of honour at a party held at the home of Mr. and Mrs. Henry Kuhn—an evening of fun and fine refreshments for which we thank these gracious hosts. Les Povey presented Mr. Ingimundson with a very smart sports coat, a real eye-catcher, and wished him a very happy future. On the day of departure flowers were sent to Betty on behalf of the department and Mr. Morrow, manager, presented Jerry with the department gift of unbreakable cups and saucers.

Congratulations to Mr. and Mrs. Walter Miller on the arrival of a third son on April 30. Cigars were the order of the day for Walter.

April 3 was a jubilant day for Wesley Alexander (shown below).



Wesley that day celebrated his 35th anniversary with the Company. All the staff gathered round in the morning to congratulate Wes, and on behalf of the department Mr. Morrow presented Mr. Alexander with the very modern, wonderfully compact transistor pocket radio we see, and wished him many more happy, healthful years with us. That goes for us all, Wes!

You'll see by the news in this issue that the big bowling season is over—and we are sorry to say no trophies were won by our gallant band of the alleys this year; lot of fun, anyway, and the cry is "Just wait till next year!"

* * *

MAIN FLOOR

Drugs—By C. O'Kelly

Congratulations to Bert Ellis who has completed 35 years this month. We wish him many more years, with good health and happiness.

We are sorry to hear that Judy McBride, Filling Room, was badly burned in an accident which took place in her home. She is on the mend and we hope she will soon be back with us.

We are sorry to see Mary Larocque leave us. Mary is going to concentrate on house-keeping, but we shall be expecting to see her sometimes.

The word is that Elsie Cummers is recovering nicely from her operation. We shall be glad to see her back.

Books, Stationery—By M. C. Lawton

A breakfast was held at Moore's on April 14 to honour Ray Monteith on his move to the Children's Wear Departments. Mr. E. Free-

man thanked Ray for his contribution to the work of the department, and Mr. W. King made the presentation of an electric drill with the good wishes of all of us.

Our new signature, Mr. T. Martin, was welcomed into the department.

Our departments were well represented in the bowling play-offs. On the winning team of Division Three were O. Faraci, P. Briggs, M. Kinal and R. Gilkes; runners-up in Div. Five were M. Daulby, A. Flynn and R. Kent.

Welcome back to work, feeling fine after a minor operation, Olga Faraci.

Notions—By Doreen Romanow

At time of writing we are sorry to say that Irene Weeden is away ill. Hope you'll be in top shape very soon, Irene.

Glad to report Kay Joyce back "on the force" after a couple of weeks away under doctor's care. Just getting some much-needed rest.

We are happy to say that Zara Caldwell and Vie Low are back with us after being "down South" basking in the sun.

While talking about the South, would like to mention that Ruby McKay (Williams) is at time of writing, visiting relatives in Winnipeg and taking part in her sister's wedding. Ruby, a former section head and signature, is now residing in California, and directly after her sister's wedding will be scurrying back to her lonesome but happy groom. So nice to have seen you again, Ruby, and give our best to George.

Since the sudden change from nice to cold weather we find this an opportune time to drop in with a warm and cheery hello to Mr. Sam Williams (our former manager) and his wife. A remembrance from your "children."

Our sincere sympathy to Mr. and Mrs. H. McDiarmid in the loss of Mr. McDiarmid's father.

Men's Furnishings—By E. Johnston

Best wishes to June La Fleur who left us recently. Her parting gift from her colleagues was a hassock. And the same to Graham Gillespie who has left us to work in the Piece Goods on the second floor.

A hearty welcome back to an old colleague, Mr. Tom Carstens, who has moved back with us as Assistant, from a similar position in Paints and Wall-papers. Every success, Tom!

Also a hearty welcome to a new member of our team, Ray Morrison, who has come to us from the Hosiery.

Our deepest sympathy to Marj McRae in the recent loss of her mother. Marjorie herself has been away, recuperating from surgery, and as we write is now back for limited hours. Hope by the time this appears you will be "tip-top" again, Marj!

Jewellery and Leather Goods

By V. Bowerman

We were all sorry to say good-bye to Johnny Howell who has left us to join the staff of the Stock Audit. As a parting gift he was presented with a spinning reel; now maybe the fish will bite, eh John? Trying so hard for the past five years to catch a big one, so good luck now, Johnny.

We also said good-bye to Bohden Kulchycik, who left us to go to the Hearing Aid Department. Best of success, Bohden!

We wish to welcome to our staff Mr. Dave Miller formerly of the Hardware Department. "Oh boy, it's a Boy"! Congratulations to Mr. and Mrs. Don Wilson on the arrival of a son on April 27.

CORRESPONDENTS, NOTE: Deadline for copy is last day of month. Make it as near that as you can, please!—Ed.

SECOND FLOOR

Self-Serve Fashions—By N. Jackson

Best of luck to Pat Field who has recently left us. She received bedding and linen from the department.

A hearty welcome to Alice Lewis who has joined our staff.

Welcome back to Mrs. Haughey after an absence due to a sprained ankle.

Sorry to report that Mrs. E. Wheeler is absent due to illness. Hope to see you back by the time this is in print, Ev.

Fancy Goods—By M. Deacon

We were reluctant to lose Mr. J. Hobday who is now in the realm of Boys' Clothing. We wish Jim every success in his new department.

We are happy to welcome Mr. Cyril Napier back to the Fancy Goods Department after his sojourn in the Basement Store.

We have recently lost the following members of our staff: Mrs. Dorothy Riggall to the chicken industry; Mrs. M. Valde to reside in Calgary, and Mrs. M. Runge to reside in Vancouver. Good luck, all—also to Mrs. Elizabeth Wall who left to devote her time to household duties.

Piece Goods—By E. Twyman



Here's a picture of happy Cora Brooks, sitting in the chair presented to her at the party held in honour of her retirement (see report on page 7.) We all join in wishing Cora the very best in future good health and happiness.

We welcome Mr. G. Gillespie to the department in his capacity as Signature. Mr. Gillespie comes from the Men's Furnishings, replacing Mr. Bob Spratt who has transferred to Sportswear. Bob was presented with a desk set from the Piece Goods and Patterns.

Garry Doiron has also been transferred to Jewellery and was presented with a wool sweater. Good luck, Bob and Garry.

Miss Peggy Muddeman is away ill at the present time. Here's to a quick recovery, Peg.

Our sincere sympathy goes to Kay Bacon in the loss of her mother.

Personnel Offices

Job Evaluation lost a very popular member of its staff on Tuesday, April 29, when Wilma Palmer left us to go on an extended tour of Britain and the Continent, working and vacationing as the spirit moves her! She intends definitely to make a visit to the big Brussels Fair, a high point on her tour; also she will meet up with our Carrie Carruthers for a while, as Miss Carruthers is also going over a little later. Before Wilma left, the staff gathered around her and Mr. B. C. Sutherland presented our gift of travel currency (delightfully glass-framed by Connie Hancox) and some colour film for her camera. Happy times, Wilma!

Our sympathy is extended to our former Staff Training member, Don Hay, now of Calgary staff, in the recent loss of his father who passed away at Stettler, Alberta, on April 17.

Bruce Sutherland

Celebrates

Thirty-Fifth

Anniversary



The Personnel Manager's office was the focus for a gathering of members of the staff offices on Thursday, May 1. The occasion — "The Chief" that morning was being honoured on completing 35 years with the Company. Speaking for the departments, Mr. W. E. Gray congratulated Mr. Sutherland on his successful career and wished him continuing success in his coming years with the Company. He then called upon Mr. Ken Smith to present the staffs' gift which was a high-standard electric lantern for use and adornment at the new ranch house Mr. Sutherland and family will soon move into on their Warren's Corner farm. May it light you through many happy years in your new home, Mr. and Mrs. Sutherland and Paul!

* * *

THIRD FLOOR

Meats—By Hilda Dawson

The girls of our department gave a delightful little dinner party at the Homestead on April 10 in honour of Emily Kyba, a bride-elect of April 26. Covers were laid for ten. The honoured guest was the recipient of a beautiful blanket, presented by Nona Carrothers, on behalf of those present.

Congratulations to Terry Acheson of the smoked meat counter, on the arrival of another granddaughter (Nancy Jane) on April 14. A sister for Barbara. The proud daddy is Bud Wall of TV and Radio service.

We always like to hear from our retired members. A lovely letter was received recently from Mr. Bert Horton of Kelowna, B.C. So pleased to hear of Mr. and Mrs. Horton's good health and how they are enjoying his retirement and looking forward to their beautiful garden again this summer.

Retired members who call in to see us quite frequently are Art Taylor, Jimmy Miller, Charlie Beatty, Jack Gillan and George Woodward. Pleased to see them looking so fit and well.

Hardware—By H. Smith

We were sorry to say good-bye to Mr. D. Miller who has been transferred to the Jewellery Department. Best of luck, Dave. Also a welcome to Mr. J. Muirhead who has come to us from the Household Linens.

Our sincere sympathy to Mr. C. Nowell, lumber section, whose mother passed away April 10; and to Mrs. C. Lockhart, tool section, whose mother passed away April 19 at Ituna, Sask.



Thirty-five-Year Celebration for Robert Clydesdale

Mr. Clydesdale, assistant in the Electric and Gas Ranges was accorded double honours by his colleagues on his recent 35th anniversary with the Company. On his anniversary morning, Friday, May 2, his co-workers gathered around just before Store opening and offered their hearty congratulations—capped with the gift of a grand leather Gladstone bag.

On the evening of Monday, May 5, Mr. and Mrs. Clydesdale were guests of honour at a dinner and dance held by the department staff and wives at Club Morocco. Flowers were presented to Mrs. Clydesdale and Bob was the recipient of added pieces of luggage to match the large bag. May you and Mrs. Clydesdale use them for many a happy trip, Mr. Clydesdale!



Thirty-five Years for Thomas W. Walden

Wednesday morning, April 16, the Groceries' staff on the third floor honoured Tom Walden on the occasion of his 35th anniversary as an Eatonian. Speaking for his colleagues, Mr. L. Farmer, Manager, congratulated Tommy on his long and valued service with the department, and presented an anniversary gift of the useful portable clock radio he is seen admiring in our picture. Congratulations and may you enjoy continuing years as cheerful as ever and in good health, Mr. Walden!

China—By D. Scott

On Wednesday, April 16, the girls got together for an evening out — reception and Chinese food at Chan's Restaurant. The good time was much enjoyed by all. Let's do this again real soon!

Sixteen

FOURTH FLOOR

Sportswear—By E. Branton

Mr. Allemand has left us to join the Lingerie Department. A pair of cuff links was presented to him from the department. Best of luck, John.

Welcome to Mr. Bob Spratt who has joined our staff, coming to us from the Piece Goods Department.

Lingerie—By C. Johnson

A hearty welcome is extended to Mr. John Allemand who has come to us from the Sportswear Department.

Nice to see Mrs. Turk, Mrs. Mason and Miss Thomas all back at work as we write, and feeling much better.

We welcome Mrs. M. McCullough as a new member in the bra section; and wish success to Mrs. Sweeney, now in foundation section after long service in the office. To both you girls, our wishes for a happy time with us.

Sorry to report that as we send this in Mrs. G. MacDonald is absent through illness. Hope she'll be back with us when this appears.

* * *

FIFTH FLOOR

Juvenile and Girls' Wear—By F. Kellett

We welcome Mr. Ray Monteith to our departments and hope he will enjoy working with us.

A shower was held at the home of Miss Maureen Bennet on April 16 for Miss Carol Hosegood, married May 3. She was presented with a corsage of sweetheart roses, an electric fry pan and a breakfast set. The lucky man is Johnny Draho and the wedding took place at St. Paul's United Church.

At time of writing Ann Sanderson is convalescing from a knee injury; hope you are up and about soon, Ann. Also, Helen Symons is away with a bad cold. Trust the sniffles are well over by now, Helen.

Sorry to lose Mr. Ron McKane, our receiver. We wish him success and happiness in his new post in the Hardware Department.

We welcome Mr. Henry Gauthier back to our department as our new receiver. He had left us for a short time to work in the Boys' Clothing. Glad to have you back, Henry.

Belated welcome to Mr. Bob Lagimodiere who is working in our stockroom.

Mrs. Frances Gall left us a few weeks ago to take up housekeeping. She was presented with parting gifts from the departments.

* * *

SIXTH FLOOR

Correspondence and Telegraphs

By G. Russell

Margaret Gair left the telegraph office April 11. She received a floor polisher as a parting gift from the staff and friends in the General Office.

Joyce Hunter is back with us in Correspondence after a week's vacation at home.

Glad to see Leslie Lelliott back in the telegraphs after a two-week absence due to illness.

Congratulations to our Albert Sizeland who was on the bowling team that qualified for divisional roll-offs.

Draperies

In honour of Miss Lillian Prince, our head office girl who is being married on May 27, a number of her immediate business associates and friends in Eaton's held a dinner at Chans on April 30. Sixty-eight attended. On behalf of those present Miss Ruth Spurway conveyed very best wishes to Lillian and presented her with a gift of "Arcadia" dinnerware. Every wish for health, wealth and happiness, Lillian, in your new life in Council Bluffs, Iowa.

Glad to have Mr. McLeod back after his recent illness.

Carpets, Linoleums—By Gladys McLean
Apologies from your correspondent for missing last issue.

Mr. and Mrs. Bud Ashton entertained the staff of 273 at their home on Saturday, April 5, and everyone had a very enjoyable evening. The dart players were all showing their skill. Many thanks, Bud and Betty.

Since then sorry to report Bud had a nasty accident where he had his right hand very badly burned. We are glad to see him back at work again.

April 11 Jim Davies celebrated his 30 years with the Company, and from his associates he received a transistor radio which we hope he will enjoy on his fishing trips. On Saturday, April 12, a surprise party was held for Jim at the home of Dorothy and Doug Clague where everyone had a lovely evening. Many thanks, Dorothy and Doug, for the hospitality.

Sorry to report Mrs. Wilson from the mat section away ill for a few days but glad to have her back with us again.

Sorry to report Mrs. Stewart of the work-room spent a few weeks in Victoria Hospital but is home now. Hope she will soon be feeling quite well again.

Related congratulations to our Mr. Jephson, elected president of Elmhurst Golf Club this year.

A little bird tells us that Edith Graham's bowling has improved greatly this past winter. Keep up the the good scores, Edith.

General Office



35-Year Anniversary for Walter Wiggin

Walter, who is a General Office man, has his work area situated in the Mail Order Receiving Room, and it was there that he was the centre of interest for his anniversary. The Receiving Department staff and the Merchandise Department receivers gathered to honour Walter and presented him with the very smart and useful alarm clock portable radio set shown, and other personal gifts. From the General Office group he received a sports jacket. Walter was away for a day or two the week of his anniversary, April 16, so the occasion was celebrated the following Monday morning. Knowing Walter, we know that the alarm part of the clock won't be necessary on work-days—but let's hope it will time you on many a day when you're having an outing in the sports jacket, Walter!

* * *

SEVENTH FLOOR

Contract Sales—By Jan Chorny

Once again we say a big "Hello" to Miss Margaret-Ann Stark who has come in to give us a helping hand for a few months. Nice to see you again, Marg.

We also welcome a new member to our staff, Miss Nina Gurowka. Hope you'll like being with us, Nina.

We were glad to have Marie Hutchison back with us again after a minor operation, and feeling better.

It was with sad hearts that we bade adieu to Mrs. Vi Wilkie who has left us to return East. Upon leaving, she was presented with a gift of toiletries from the management and staff. Good luck, Vi, and drop us a line now and then.

Electricals—By Marguerite Boon

There's an extra sparkle in our office coming from the beautiful diamond on Wilma Ruppenthal's left hand. She recently became engaged to Mr. Les Jamieson of the Radio Department. Congratulations!

We are glad to welcome back Mr. Taylor who has been away for several months due to illness. Also Alma Williamson who was away due to a car accident.

We take this opportunity to congratulate our manager, Mr. A. Hewish, on his recent appointment as Superintendent of the Calgary Store. We are sorry to lose him but wish both Mr. and Mrs. Hewish the very best in this new venture. Winnipeg's loss is Calgary's gain.

* * *

EIGHTH FLOOR

Budget Plan—By E. Tamplin

In honour of Mrs. Olive Drapack who left to make housekeeping a full-time job, a supper was held in the St. Regis Hotel. The honour guest was the recipient of a beautiful lamp from the department and a lovely clock-radio from the girls of the office. The best of luck to you, Olive, be sure to drop around now and then.

We were also sorry to say good-bye to Miss Sharon Gordon who left us recently. Sharon was presented with a lovely table lamp from the department. Some of the girls also entertained for her at a supper party at the Wa Lai, at which time she was presented with a Lazy Susan. The best of luck, Sharon; hope you will be up to see us once in a while.

A number of the girls held a shower for Mrs. Lulu Rebizant when she left to make housekeeping a full-time job. Our very best wishes to you, Lulu; we are looking forward to seeing you occasionally.

A hearty welcome back to the several staff members who have been away ill.

Our deepest sympathy is extended to Mr. E. G. Macdonald, Mrs. Frances Conacher and Mrs. Dorothy McCullough in the loss of loved ones.

City Ad's Stag for Garth Gislason



Mr. and Mrs. Gislason!

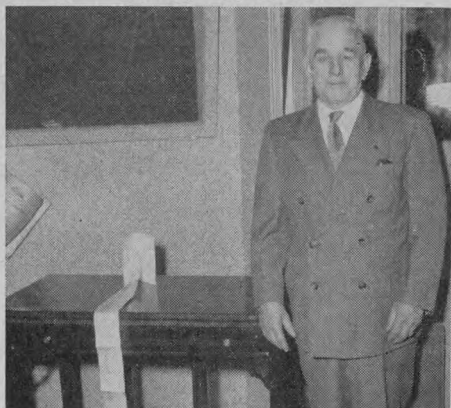
Garth, the Happy Chappie seen here unwrapping gifts, was honoured at a stag before his recent marriage, gags and gifts being the order of the evening.

Among those "planting the bombs" were (l to r) R. Sotham, Ernie Foster, Len Sandeman, John Contant. Every good wish to



STORE SERVICES

Delivery—By K. Cross



Bob Mitchell Celebrates 45th Anniversary

Saturday, March 29, was Mr. Mitchell's anniversary day, so the Freight Transport staff gathered on Friday morning to pay him honour. Mr. D. McFadzean, Department Manager, expressed the congratulations of the staff, and added personal thanks to Bob for his long and valued service in Delivery and Transport work; a service that includes military service in both wars. As a memento of the occasion, he then presented Robert with a handsome extension dinette table, accompanied by good wishes from his colleagues for continuing happy and healthful years.

* * *

Saturday, April 19, at the St. Vital Legion the "Twenty-Four" Curling Club held its wind-up, when more than 100 members and friends participated.

Skip Howard Dale and his team of W. Kennington, J. Currie and B. Ruel won the trophy, each member of the team being presented with miniature trophies by Mr. B. C. Sutherland.

Skip Al Inglis and his team won the "A" Group, each member receiving sport shirts. Group "B" with Cliff Ayres, skip, and his team being the winners, also received sport shirts. Mr. B. C. Sutherland and Mr. D. McFadzean made the presentations.

The evening concluded with dancing — a very good time being enjoyed.

Back to work after being away ill for almost a year is Jimmy McGregor. Indeed it is nice to see you back on the job, Jimmy.

* * *

Caretakers

Shown here, a young gentleman named **FRED HEADON**. The reason being—Fred is the son of Mr. Herb Headon, Caretaking Department, and he himself works in our Grill Room Department Saturdays. Recently Fred, a 15-year-old pupil at Sisler High School, was chosen to be a page boy at the Model United Nations Assembly held at Daniel MacIntyre School.



Elevator Ups and Downs—By Aldous Brow

Thursday evening, May 1, Bernice Hotz of our Mail Order staff, was guest of honour at a dinner held at the Paddock. Bernice was presented with a corsage and gift of a plate glass mirror on behalf of the 19 girls present. We

all had a wonderful evening and our best wishes were extended to Bernice and Michael on their forthcoming marriage (May 10).

We also wished Joan Mousseau "au revoir" the evening of the dinner as she was leaving the following week for Toronto. Good luck, Joan; our very best wishes go with you.

To Ann Diesvelt a new member of our Department recently arrived from Scotland—Welcome, Ann, and may your stay be a pleasant one.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By K. Thiessen



JACK COURSE

Mr. Course of the M.O. Billing office, and with his many years of previous experience in mailing and money return and just about every section of the M.O. Packing, was honoured on May 3 when he completed 35 years with the Company. Jack was a busy man that day receiving the good wishes of the continuous procession of Mail Order and other Eaton friends to his office to congratulate him and wish him continuing happy years with good health in the Company's service. Tangible evidence of their high regard for Jack were the department gifts of lawn chairs, an electric sabre saw and sportswear items, as well as personal gifts from numerous friends.

* * *

Stella Stefanyshyn received a lovely diamond from Edward Pilot. Congratulations!

Welcome back to John Fergusson who has been away on account of ill health. Glad you are feeling better, John.

Wedding bells rang at Parkview United Church April 12 for Marlene Busch and Jerry Clint. Marlene was the recipient of many lovely gifts.

We are sorry to report that Thorun Thomsen is in hospital after undergoing an operation. We wish you a speedy recovery and hope you will be back with us soon, Thorun.

Our sincere sympathy is extended to Mrs. Myra Hinton in the recent loss of her mother.

* * *

FIFTH FLOOR

Fashion Accessories—By Muriel Fraser

Heartiest congratulations to Phyllis Neduzak and Don McColl who are members of the Zeros, winners of Division Four, Eaton's bowling league.

Welcome back to Jimmy Holmes after a lengthy illness.

Stationery and Books

On April 9 our department honoured our popular Assistant, Jack Hunter, on the occasion of his completion of 30 years with the Company. Mr. R. N. Gregg presented Jack with a 35 m.m. Optina camera on behalf of the staff. We all join with Mr. Hunter's many friends in wishing him many more years of youth and happiness.

* * *

SIXTH FLOOR

M.O. Adjusting—By J. Baynes

Our best wishes go with Mary Bodrug who left us April 18 to make her home in California. On leaving, Mary was the recipient of many lovely gifts from her friends. Good-bye and best of luck in your new home, Mary.

* * *

SEVENTH FLOOR

M.O. Copying—By M. Shepherd

Ulana Kussyj received a bathroom hamper from the department when she left to marry George Dyczok at St. Vladimir and Olga Cathedral on April 19. The girls held a dinner at Moore's in honour of Ulana and presented her with a wool bed throw.

Revere Ware was presented by the department to Lil Heintz when she left to be married April 19 to Vic Dewar at Sparling United Church. The girls presented Lil with sheets and pillow cases at a dinner held at Moore's.

Lingerie—By Bea Nash

Congratulations to Frieda Schade on her engagement to Gerhard Hammerling.

We hope by the time this gets into print that Paul Dryden will be recovered from his illness and able to be back at work again.

Sportswear—By M. Kurdydk

A little late for some of our news but better now than never! On March 28 Steve Prokopenko left us for a new career with best wishes from all here. On behalf of the department Mr. M. Smithson presented Mr. Prokopenko with a 35 m.m. slide projector. Steve also received numerous gifts from his fellow associates.

On April 24 the department held a miscellaneous shower at the home of Mrs. Meryl Cote in honour of Frances Mitchell who will become the bride of Mr. John Bell on May 19. Former co-workers were present at the shower and it was wonderful seeing them again. A very good time was enjoyed.

Our deep sympathy is extended to Mr. M. Smithson who recently lost his mother.

Budget Plan—By Janet E. Britain

Our very best wishes to Tabea Hinz on her recent engagement. The very lucky fellow is Hugo Kamenz.

Cashiers—By O. Quinlan

We wish to congratulate Joan Ingram and her teammates on taking the prizes for curling. We also hear our Kay Shores is a credit to the dancing profession, especially when it comes to doing the Charleston!

Best wishes to Margie and Bill, and to Henry and Pat on their recent marriages. Both Margie and Henry received some lovely electrical gifts from their friends in the department.

Good luck to Jenny who is leaving us on Friday, May 2, to take up residence in Vancouver. We will miss you, Jenny.

Our sincere sympathy goes to Millie and her family in the loss of Mrs. Pattle.

* * *

EIGHTH FLOOR

Boys' Clothing—By A. Johnston

Our deepest sympathy is extended to Mike Kowal in the recent loss of his mother.

Catalogue Distribution, Salesroom, Phones,

By M. Taylor

April 23 was a gala day for Joe Sigurdson who celebrated his 30th anniversary then. He received numerous lovely gifts with all our good wishes for many more happy healthful years with Eaton's.

Our best wishes to the following girls who have left us recently: Janet Roberson, Vi Black, Gail Lavenway, Lucy Manaigre, Fay Humbeston.

Bride of the month: Audrey Desjarlais, who left April 18 to be married. Every happiness, Audrey.

Congratulations to these girls who are now wearing sparkling engagement rings: Lorna Heinrichs, Rose Nasechuk, Elsie Fermanuik.

Welcome back to Virginia Ruckhall after her illness, and to Joan Seegers who was away briefly for tonsils removal.

Lorraine Franklin, as we write, is also absent to undergo the same operation as Joan. Sorry also to report that Miss Jo Ness is still away not well. Our best wishes to all.

Sincere sympathy to Virginia Bray in the recent loss of her mother.

M.O. Men's Clothing—By F. Paget

We extend our heartiest congratulations to our new and proud papa, Joe Leighton. Wee Neil Ian arrived at the Women's Pavilion April 20. Congratulations, Muriel and Joe. "A 14-year wait," said he, as he smilingly handed out those Perfectos!

To honour Rita Boulet on her forthcoming marriage, the girls of the department held a shower at the Homestead. Rita was the recipient of a lovely corsage and miscellaneous gifts. Prior to her marriage the department presented her with an electric fry pan. Her marriage to Arnie Ashcroft, of the R.C.A.F., took place at St. Boniface Basilica on April 12. All our best wishes for future happiness.

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NINTH FLOOR

Notions—By E. Moore

Grace Smith and Winnifred Alcott held a miscellaneous shower at Grace's home on Monday, April 28, in honour of Ruby Gibson, a bride-to-be of May 10. Little Carol Zdril daughter of Mrs. Alice Zdril, a former member of 22 Department, presented the many useful gifts to Ruby. Lunch was then served which was enjoyed by everyone present.

On May 2 Ruby Gibson was presented with a gift of cut glass by Mr. H. Price. Her table was gaily decorated with many beautiful gifts. Her marriage took place on May 10 at Norwood United Church to Bill MacCulloch. They will reside in Portage la Prairie.

Hosiery and Gloves—By M. McEwan

Congratulations to Mr. and Mrs. B. W. Bemister on the birth of a son, April 23.

On May 2 Alvin Hein left our department to become a farmer. On behalf of the staff Mr. J. Paterson presented Alvin with a wrench set, shirts and tie and an electric shaver with our best wishes for every success. Now who will drive the girls to Scotty's summer home at Grand Beach for our annual picnic?

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ALEXANDER AVENUE WAREHOUSE

Plumbing—By P. Maksymchuk

Congratulations and good wishes to Fred Westdyk and Frank Quiring on recent marriages. Best wishes for their happiness.

Congratulations to a very happy girl, Olly Holowaty, who received a lovely diamond from Stan Evanyshyn (Toronto).

There are also a few changes with the departure of Norbert Toupin and George Toth. We wish them good luck.

Welcome to a new member of our staff, Dave Weibe, formerly of M.O. Hardware.

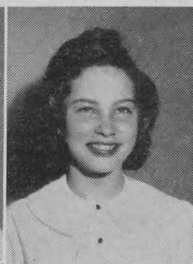
Speedy recovery wishes going to Nelson Bryan. Hope to see you back soon, Nels!



EATON'S GOOD DEED CLUB SCHOLAR- SHIP WINNERS



Above, left to right: Gwen Thompson, 10, Senior Violin; Reva Ross, 16, Senior Piano; Ronald Haas, 16, Senior Accordion; Sherrill Harrison, 16, Senior Vocal.



Above, left to right: Joanne Mansoff, 12, General (cornet); Kerrine Wilson, 11, Junior Piano; Barry Mitchell, 11, Junior Accordion; Sonja Zyla, 11, Junior Violin; Louise Gillet, 12, Junior Vocal.

It took three solid days of Easter week for judges Mrs. Berythe Birse and John Melnyk to decide on the above nine winners of Eaton Good Deed Club scholarships—and no wonder! Out of the 375 young artists who had appeared on this past season's Good Deed weekly shows, over 390 attended the special auditions to compete for the scholarships.

These accomplished musicians appeared on a half-hour TV show sponsored by Eaton's, April 25, and later that evening were heard on CBW radio. In these days of discussion about young people, the earnestness of these and all who appeared on Good Deed shows, brings a happy note of good work and good example to youth. The items below will show what background study and willingness to work lie behind their success:

Still only 10 years old, Gwen Thompson, competing with others up to 12 years, won her

first Junior Violin scholarship at six; has competed the past four years in Senior and this year won it against others up to 16 years.

Ronald Haas has studied accordion seven years—this year was in two winning quartets at the Manitoba Music Festival. Builds radios as a hobby.

Kerrine Wilson, winning in a class of 75, is the daughter of singer Kerr Wilson. In her fifth year of piano study, at 11 years, this year takes grade 6 playing exams and grade 3 theory from Toronto Conservatory. Top marks and Swedish trophy in the Music Festival; also with brother Carlisle won the Festival's violin-and-piano duet class.

Louise Gillet, at age nine three years ago, won the Good Deed Junior Violin scholarship; won Toronto Conservatory grade 5 violin scholarship in 1955; also, on piano, won piano

(Continued on next page)



VISITORS TO WESTERN AND PACIFIC DIVISIONS

Mr. H. Corken (left), Montreal Superintendent, and Mr. A. Maurice, Toronto Superintendent, recently visited the west on a familiarization tour and for exchange of knowledge and ideas. They were in Winnipeg from April 17th to the 22nd; and were then accompanied to Edmonton and Calgary, April 23rd to the 26th, by Mr. W. L. Palk, Winnipeg Division Superintendent. From there Mr. Corken and Mr. Maurice proceeded to Vancouver and then back east. Welcome indeed, gentlemen!

Assistants Hold Final Dinner for Season



W. H. Finnbogason

Mr. W. H. Finnbogason, City Traffic Engineer, Speaker for the Evening, Monday April 14

Mr. Finnbogason, by the way, is brother of our own Mr. A. B. Finnbogason, assistant in Sales and Expense, who was present among the members.

After R.C.A.F. war service, said Mr. J. Marshall, chairman, the speaker of the evening had earned his degree at Manitoba University as a mechanical engineer, and had been with Canadian Westinghouse before coming to Winnipeg City Engineering service. Mr. Finnbogason, in his introductory remarks, welcomed this first opportunity to discuss his subject with people outside his own professional circles—especially a great Company who was the most consistent and biggest provider of traffic in the province. In this time of mechanized transport, he said, the problems of traffic were many and urgent—its access to movement channels, and the vital need for better knowledge and planning of how to achieve those channels, demanded correct data and projected ideas of how to use them—hence the recent survey.

The speaker had with him many charts and plans of present and planned routes, including proposed extension of one-way movement, and major items such as the Disraeli bridge and expressway—based on a population trend that would quite possibly reach nearly 800,000 for metropolitan Winnipeg by 1981. It was a wide subject, and the audience not only got information but also a look at the very real problem which faces Winnipeggers as citizens and taxpayers. A very cordial round of applause acclaimed their thanks to Mr. Finnbogason for a most interesting and explanatory evening.

Mr. Marshall welcomed new member Hector McDiarmid, Notions; and the officers balloted on during the evening were declared elected as follows: New President, J. Leighton, M.O. Men's Clothing; 1st Vice-President, Jack Baxter, Store Sporting Goods; 2nd Vice-President, Bill Lockwood, Catalogue Distribution. Committee members: W. Bemister, M.O. Hosiery; H. Bingham, M.O. Farm Implements; J. Bundy, M.O. Footwear; A. Finnbogason, Sales and Expense; A. Ramsay, Wages Office; G. Eisener, Electricals. The retiring president thanked all who had helped him during the season and wished Mr. Leighton and his colleagues a very successful term. By the kind permission of management, said Mr. Marshall, Wednesday afternoon, May 14, had been secured for the Assistants' golf outing at Pine Ridge, and they hoped for good weather and a good turn-out.



J. Leighton

(Continued from previous page)

and violin Conservatory class with Gwen Thompson. Won Good Deed vocal scholarship in this her first year of singing.

Joanne Mansoff, of Dauphin, has studied piano six years, trumpet four; also voice for two years, organ one. Her Dauphin "Melody Midgets" quintet of under-sixteens played on the Good Deed show there.

Sherrill Harrison, four years a choir member of the Good Deed Club, was in Daniel "Mac's" recent operetta; won high marks of 84 in the Festival for her singing—and is a track and field athlete at school.

Reva Ross not only has studied piano for eight years, but likes painting. Practises over two hours a day; is studying harmony and counterpoint; last year was a silver medalist, is taking Toronto grade 10 exams this year—and toured as pianist with the Manitoba Schools Orchestra.

From Brandon comes Barry Mitchell who has won local accordion contests and this year won the Good Deed scholarship. Has been on Brandon TV and at that city's anniversary performed before 5,000 people.

Sonia Zyla, at 11, is in her fourth year of music study. In 1956 won Festival grade 1 violin, in 1957 grade 2 violin, and all grades 3 and 4 this year.

We salute them—and the many others like them!

EATON ANGLERS' ANNUAL OUTING

to

SHOAL LAKE
(WAUGH)

Monday, May 19th

Train Leaves Plinquet Street Station (G.W.W.D.) 5 a.m. Daylight Time.

For last-minute information ask Peter Scot, Men's Clothing, or Pat Carr, Foodateria.



RETIRED
MEN'S
CURLING
CLUB
HAVE A
HAPPY
PARTY

Top left, the
committee:
Other pictures,
some of the
crowd.



EATON RINK SCENE OF RETIRED MEN'S RENDEZVOUS

'Twas on Monday midday, April 21, that the Eaton Retired Men's Curling Club gathered for the regular meeting — plus their "becoming-a-good-habit" party of tasty sandwiches, cake, ice cream and pie, and coffee — and Ye Ed and the Studio cameraman were included: thanks! After the festive meats were disposed of several of the men gave "travelogues" of their vacation jaunts in the recent past—among them Bill Gould on a Trip to Britain; Archie Ferguson, the Wonders of Hawaii; Sid McKay, the Fragrance of Florida, and Claude Osborne, the Flin Flon Festival. (There was some relation in weather between Florida and Flin Flon, maybe this early spring?) Anyway, it was a good time; and of a membership of about 75, nearly 70 turned up. "Well, be seeing you around," was the parting word!

SALUTE TO MR. M. MALTASE

who recently retired from the staff of Eaton's Port Arthur store. Mr. Maltase on retiring, went south for an extended visit to his daughter's home in Texas and has just returned—looking "like a million" as we can see by this photo. A member of the Eaton Quarter-Century Club, "Mike" is a widower with two daughters and five grandchildren. We join with Port Arthur Eatonians in extending to him every good wish for many happy years of retirement accompanied by good health.



In Memoriam

ARCHIBALD GLENNIE

Mr. Glennie, who had been a member of the Winnipeg Garage staff, retired in 1947 after serving the Company here for 37 years. Ontario born, Mr. Glennie had been living in North Burnaby, B.C., in his retirement, and passed away there April 4 after a brief illness. The sympathy of his former colleagues and all the many other Eaton people who knew and liked him is expressed to his widow Elizabeth, three daughters, son and grandchildren.



MRS. ELSA GORDON LITTLE

Widow of a prominent Winnipeg businessman, and daughter of the late J. C. Gordon, a pioneer settler of this city, Mrs. Little died on April 5. For many years Mrs. Little was in charge of the Gift Court in our Store, and in recent years, before retirement, had been very successful in our Interior Design service. Her ability in that profession had earned her a foremost place in her work and a splendid reputation.

Numerous prominent business and professional men were honorary pall bearers at her funeral, those included from Eaton's being Messrs. R. M. Pinfold, W. L. Palk, F. O. L. Wicks and H. W. Cooper. To her surviving brother, Dr. Keith Gordon of Montreal, goes the sympathy of all Mrs. Little's many friends in this sad loss.

JOHN R. BECKETT

Mr. Beckett was a well-known personality in the Winnipeg Store for many years. Born in Nottingham, England, he joined the floormen staff in 1916 and later transferred to the investigation staff until his retirement in 1935. He was among Manitoba's pioneers in the profession of beekeeping, and later combined this with fur farming at West Kildonan for many years. He had attained the great age of 90 when he passed away on April 5. To his daughter, resident in Los Angeles, his seven grandchildren and 17 great-grandchildren, we convey the sympathy of the many Eatonians and Eaton customers who remember him.

JAMES HUTCHINSON

Mr. Hutchinson joined Eaton's in Winnipeg not long after the Great War, and for most of his more than 27 years was on the staff of the M.O. Men's Clothing. Jimmy, as he was known to his colleagues, retired in 1950 and had been living in Ireland. News of his passing in mid-February has reached his old friend, Mr. W. Johnston of his department, and we tender the condolences of all Eatonians who knew him to his widow and daughter.

Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

In the Loss of a Father

Mr. J. L. MacKechnie,
Fashion Merchandise Office
Mrs. R. Collins.....Women's Footwear
Mr. F. Zelisney.....M.O. Footwear
Mr. H. McDiarmid.....Notions

Mr. C. Nowell.....Hardware
Mrs. M. Hinton.....M.O. Packing
Mrs. K. Bacon.....Piece Goods
Mrs. C. Lockhart.....Hardware
Mr. M. T. Smithson.....M.O. Dresses
Miss M. McRae.....Men's Furnishings
Mr. J. Paterson.....Men's Clothing

In the Loss of a Mother

Miss M. Pattle.....M.O. Cashiers
Mr. W. R. Taylor.....Pianos, Organs
Miss V. Bray.....M.O. Phone Board
Miss H. Pauls.....Notions
Miss J. Pauls.....Fifth Floor Restaurant
Miss D. Buchanan.....Grill Room Counters
Mr. M. Kowal.....M.O. Boys' Clothing

In the Loss of Her Husband

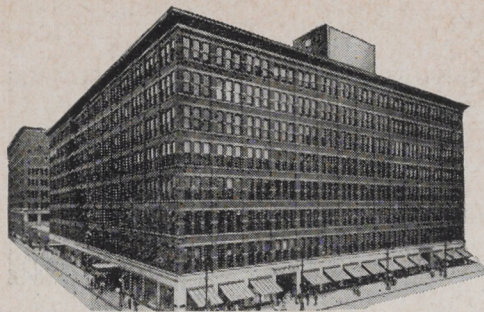
Mrs. G. Muloin.....M.O. Footwear

In the Loss of a Sister

Mrs. P. Wasaty.....D.A. Office

In the Loss of a Brother

Mr. J. Looney.....Receiving



CONTACTS

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DATE OF ISSUE—
15th of EACH MONTH

NEWS WANTED IN BY THE END OF
THE PREVIOUS MONTH

RECENT APPOINTMENTS

Winnipeg Store

Department W228 — Men's Furnishings, Underwear, Shirts, Bath Robes, Pyjamas, Bathing Suits, Sweaters, Neck Wear:

MR. T. A. CARSTENS, Assistant.

Department W274 — Wall-paper, Wall-board, Paints;

Department W276 — Pictures, Frames, Mirrors and Framing:

MR. J. DONAGHY, Assistant.

ORDER OFFICES

Weyburn, Saskatchewan, M.O. Desk

MRS. M. E. SPRINGER.

Victoria, B.C., Store M.O. Desk

MRS. E. COLES.



SPRING PUBLIC SPEAKING CLASS GRADUATES

Another group of Eatonians took the Public Speaking Course under the leadership of Miss Ruth Brownbridge—and thanks to the co-operation of group-member James Gillen and his camera colleague Harold Gould, we caught the whole group of 21 for the pages of *Contacts*—and here they are, none missing! The term was for the 12 weeks January 21 to April 8. Congratulations to these Eatonians who have learned to "speak on their feet"!

Standing, left to right—Steve Medwick, Carpets; James Gillen, Men's Clothing; Peter Scot, Men's Clothing; George Whyte, Jewellery; Clifford Rolin, M.O. Footwear; George Hudin, Drugs; Ken Gibson, Job Evaluation; Geneva Hayward; Mitchell Ham, M.O. Hardware; Louis Habring, Warehouse; Alma Badgely, Electric Ranges; Grant Hans, Electric Washers; Mrs. Pauline Sawchuk, Lingerie; John Mainella, Drugs; Sid Lentle, M.O. Packing; Donald McLean, Carpets; R. W. Wilson, Carpets.

Seated: Mrs. Helen Kushner, Mrs. Rose Collins, Women's Footwear; Miss R. Brownbridge, class instructress; Mrs. Cora Turner, Service Groceries; Mrs. Dolly Verbeck, Drugs.